



Origin-based products: From local culture to legal protection

Laurence Bérard

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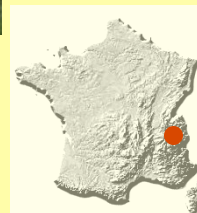
Localized productions

There is not a country in the world where geographical origin is not linked to products.

It is universal practice to name a product after the place where it originated – the geographical name of the place where it was made.

The situation at the grass roots

- ◆ Field studies and inventories attest to the sheer variety of localized products throughout the world.
- ◆ All categories are represented : vegetables, meat, beverages, fruits, cheese and milk products, pastries, spices, oils, and so forth.
- ◆ Some are widely dispersed, others very localized, and their scale of production can vary widely.
- ◆ Local societies accord varying degrees of importance to these local foodstuffs.







Les « pennes » de Marie, Daniel et Barnabé...



Espelette pepper / Piment d'Espelette / Ezpeleletako Biperra

PDO 2000

**Varieties : drawn from local cultivars of
Capsicum annum L. (cv. Goria)**

Area : 10 communes,

**Production : 100 tons fresh, 50 t powder (from
350 t fresh)**

Producers : 89, 2 processors





A first definition

How can we make sense of so much diversity?

Two criteria common to all these products allow us to think of them as a family :

- ◆ They have an historical background
- ◆ They are based on shared know-how

What does it mean to be “from” a place ?

Origin vs Provenance

A key distinction should be made between:

origin

to be from a place
(represent the place, to be strongly associated)

and

provenance

to come from a place
(there is no cultural link between the place
and the product)

Origin or Place-based products

Origin or place-based products maintain a particular relationship with a territory, based on historical precedent and shared practices. They are part of the local community and culture.

In this case, the product conveys a sense of place that helps define its origin in reciprocal fashion.

'Terroir'

Among origin products, some of them have very strong links with the physical environment built on complex interactions between a set of human factors (techniques, collective practices) and specific aspects of a physical environment (territory).

Terroir refers to the place and evokes this interaction at the same time.





Organic farming



Fair trade

Reflect different ways of producing,
but are not connected to any particular place.

Geographical indication

Protecting the name

The misappropriation and diverted use of a place name to promote a different product:

- takes advantage of the reputation of the original,
- is considered as unfair competition towards producers making efforts to respect given rules and
- is misleading for the consumer.



This is why a system of Geographical Indications was created

From wine...

Protection of the use of a geographic name in France was applied for the first time with wine at the beginning of the 20th century.

National regulation acknowledged the geographical name as a means to recognize a product closely tied to a particular rural area and to specific knowledge in an effort to prevent unauthorized imitations.

This is how the concept of registered (“controlled”) designation of origin (AOC) was born.

... to other products

Formerly enforced only for wines, this regulation broadened its scope in 1990 : from then on, the whole agro-food domain was subject to the same rules.

The approach was ratified at the European level in July 1992, by the regulation concerning geographical indications and designations of origin

(EC Regulation 2081/92 - On the protection of geographical indications and designations of origin for agricultural products and foodstuffs (PDO / PGI)).

Two important steps

As soon as producers are involved in this required procedure, they have to :

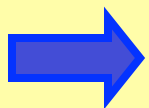
- ◆ delimit the local area where the product comes from ;
- ◆ establish the specifications concerning which aspects of local know-how will be considered most important.



Protected Denomination of Origin

Definition : PDO designates the name of a region, a specific place or, in exceptional cases a country, used to describe an agricultural product or foodstuff originating in that region, specific place or country and :

- ◆ which the quality or characteristics are essentially or exclusively related to a particular geographical environment with its inherent natural and human factors and
- ◆ which the production, processing and preparation take place in the defined geographical area.



This corresponds to the French AOC
(Appellation d'origine contrôlée)



Photo : Parc naturel régional Normandie-Maine



Pomme de Terre Primeur du Roussillon
appellation d'origine contrôlée



Potatoes GIs in France

Léa du Roussillon
(AOC obtained in 2006)
Pomme de terre de l'Île de Ré
(AOC obtained in 1998)

Pomme de terre de Merville
us a PGI : (PGI obtained in 1996)





Protected Geographical Indication

PGI designates the name of a region, a specific place or, in exceptional cases a country, used to describe an agricultural product or foodstuff originating in that region, specific place or country :

- ◆ which possesses a specific quality, reputation or other characteristics attributable to that geographical origin and :
- ◆ which the production and/or processing and/or preparation take place in the defined geographical area.

Geographical Indications at the international level

The provisions of the TRIPS Agreement refer to Geographical Indications as: *'indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin'* (Annexe 1C, Article 22).

Who is in charge of GIs in France?

The INAO, Institut national de l'origine et de la qualité, is responsible for administering the five indications of **quality** and **origin**: Appellation of Origin, Protected Geographical Indication, Red Label, Organic Agriculture, and Traditional Speciality Guaranteed

- ◆ It is a public administrative body under the French Ministry of Agriculture and Fisheries and the Ministry of Consumption;
- ◆ Professionals involved in these procedures are associated in its working.

Comments

In Europe GIs benefit from an impressive institutional and technical backing and they are supported by EU and national policies



The control mechanism for GIs is based on external controls carried out by an independent inspection body paid by the producers

As a conclusion

Geographical indications :

- help keep production in a particular region through the protection of the name of the product associated with a formally identified area;
- favour the perpetuation of a production system in protecting its specificity and contribute to upholding biological and cultural diversity;
- aim at cracking down on counterfeiting;
- favour market access in a period of consumer concern about the geographical origin of the products;
- Their efficiency depends on how they are used and enforced, in France as in anywhere else in the world.



Laurence BERARD
Ressources des terroirs – Cultures, usages, sociétés
Centre national de la recherche scientifique
Antenne de l'Unité Eco-anthropologie et ethnobiologie
Alimentec
F – 01000 – Bourg-en-Bresse

<laurence.berard@ethno-terroirs.cnrs.fr>
<http://www.ethno-terroirs.cnrs.fr>